

VIVACITY INFRASTRUCTURE GROUP

JOB TITLE

Marketing Specialist

REQUISITION #

MS07252025RILNE

COMPANY

Vivacity Infrastructure Group

FSLA STATUS

Exempt

LOCATION

Remote in Omaha, NE or Naperville, IL

SALARY RANGE

\$65,000 – 80,000

Looking for a new career opportunity with an innovative, technology-driven company? Vivacity Infrastructure Group is seeking a highly skilled individual to fill our available Marketing Specialist position. As a Marketing Specialist, you will support our Marketing, Proposal Development and Business Development departments by providing creative, customer-focused marketing and brand-building collateral to target and capture new customer opportunities and reinforce Vivacity's brands within the markets we serve.

In return, we offer competitive pay with an excellent benefit package including paid time off, company matching 401(k) plans and medical, dental, vision and life insurance options along with professional development and career advancement opportunities in a growing technology-driven industry.

WHAT DOES A TYPICAL DAY LOOK LIKE?

- Develop, execute and analyze everything from social media, blogs and website content to corporate videos, newsletters and more.
- Working closely with all departments to develop and execute marketing campaigns that articulate Vivacity and its portfolio of companies' capabilities and service offerings, drive new business opportunities and reinforce our companies' brands across all media platforms
- Developing and designing sales enablement materials, including company brochures, white papers, marketing slicks, website content, videos, case studies and large-scale print projects and more while ensuring consistency in brand messaging across all content and communication channels
- Measuring and reporting on the performance of all marketing campaigns
- Understanding competitor product and service offerings and identifying key differentiators to utilize in our sales and marketing initiatives
- Developing co-branded marketing materials that promote our customers' network assets and projects while simultaneously respecting and incorporating their brand guidelines

JOB REQUIREMENTS

Education

- Bachelor's degree in marketing, communications, graphic design, advertising, journalism or related field.

Experience

- Minimum 5 years progressively responsible work experience in B2B marketing communications, social media marketing, advertising or other marketing/communications-related environment
- Strong digital marketing experience (social media, SEO, analytics)
- Proven ability to stay at a job long-term
- Excellent writing ability
- Experience in multiple aspects of marketing that demonstrates creative thinking as well as critical reasoning and problem-solving skills
- Must be able to comprehend complex technical writing

To view the full job description, please go to <https://vivacitygroup.com/marketing-specialist>

About Vivacity Infrastructure Group

Vivacity Infrastructure Group designs, develops and deploys comprehensive fiber optic, wireless and related network infrastructure using a variety of unique partnerships and business models designed to meet the strategic needs and economic goals of all project stakeholders. Vivacity has three operating divisions – eX² Technology, Terra Consulting Group and Vivacity Networks. Together, we are Transforming America's Infrastructure – One Partnership at a Time™. Come join us! www.vivacitygroup.com

Vivacity Infrastructure Group is a proud Equal Employment Opportunity employer. All qualified applicants will receive consideration for employment. We celebrate diversity and do not discriminate based on race, religion, color, national origin, sex, sexual orientation, age, veteran status, disability status, or any other applicable characteristics protected by law.